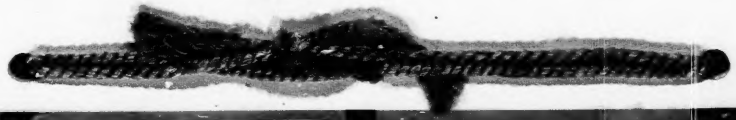
38

Box 2

1881

The Globe.

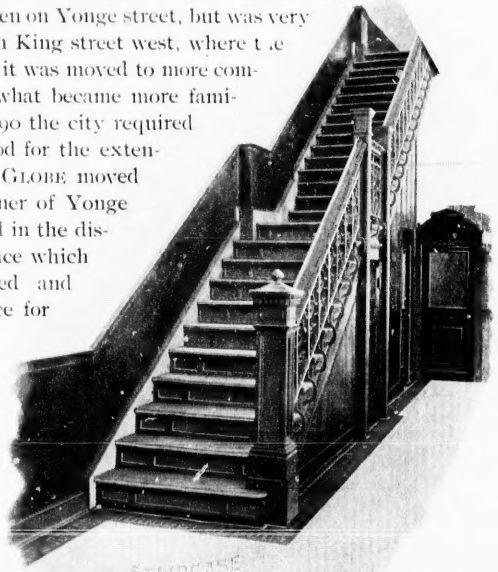
TORONTO, CANADA.



A Modern Newspaper Office

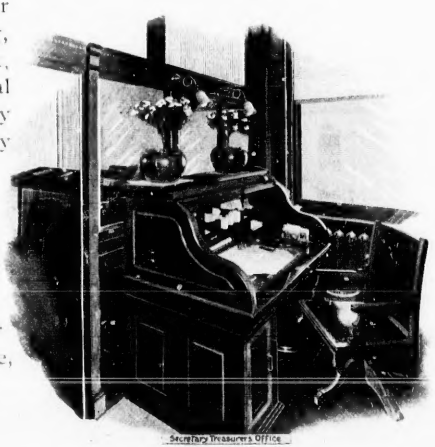
MAIN ENTRANCE

"THE subject that is truly loyal to the chief magistrate will neither advise nor submit to arbitrary measures." It will be 53 years on the 5th March, 1897, since George Brown launched his paper on the sea of time and gave it the name of THE GLOBE and took the above quotation from Junius as his motto. The first paper was printed in the Banner office, then on Yonge street, but was very soon after published from its first home on King street west, where the Bank of Commerce now stands. In 1864 it was moved to more commodious quarters on King street east, to what became more familiarly known as The Globe Lane. In 1890 the city required the ground upon which that building stood for the extension of Victoria to King street, and THE GLOBE moved into the splendid set of offices at the corner of Yonge and Melinda streets, which was destroyed in the disastrous fire of January 6th, 1895, to replace which the building now occupied was erected and equipped with every modern convenience for the publication of a newspaper and which is conceded to be one of the most complete for the purpose on the continent. It is the purpose of this little book to describe this new home, and as it is often much easier to convey an idea, as well as fill a page, with pictures than with words, the skill of the artist has been utilized rather more freely than that of the typo.

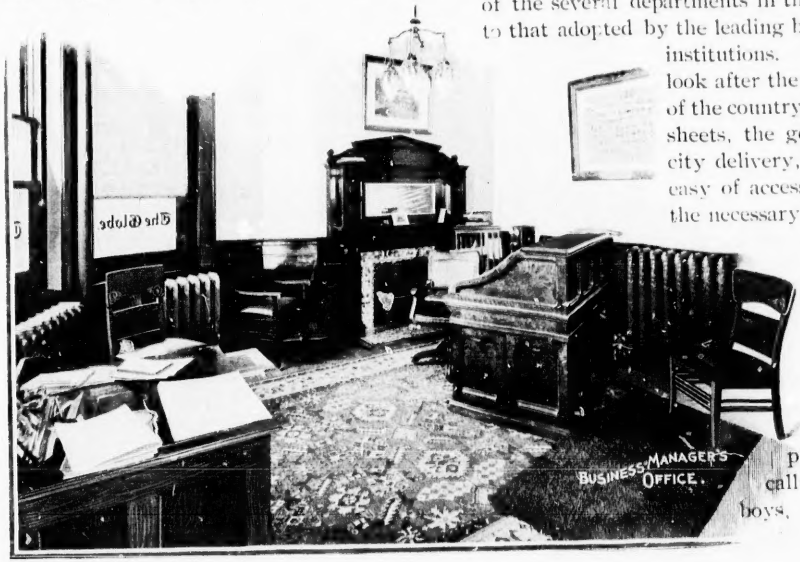

STAIRCASE

THE GLOBE'S NEW HOME is a handsome structure on the southwest cor. of Yonge and Melinda streets, extending westward to Jordan street. It is within a short block of the corner of King and Yonge streets, and is in the very heart of the business establishments of Ontario's metropolis. The building consists of three storeys and basement, and is built of Don Valley pressed brick and red sandstone. The Yonge street front is surmounted by a round tower carried a considerable height above the main building. The main entrance is richly decorated with Tennessee marble, and the whole building appears rich and solid. The north frontage, 200 feet, is on Melinda street, affording excellent light and splendid facilities for the handling of the tons of paper turned out from day to day. The first floor of the building is used as the business office. The architects in planning it studied the convenience alike of the public and the staff. The main entrance is

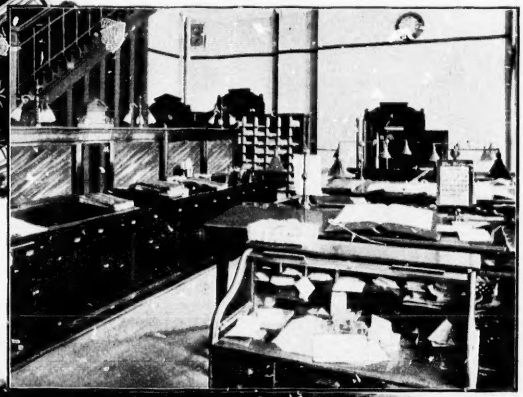
surmounted by a large glass globe of which half projects beyond the building, and when illuminated at night makes a very conspicuous and much admired ornament and sign. The counting-house is a spacious room, almost 100 feet long and 20 feet wide. It is reached from the main entrance on Yonge street by a lobby finished in marble. The finishings in the room are of cherry, handsomely decorated, and are made bright and heartsome by the large plate glass windows which form almost the whole north wall, while clusters of electric lamps give it a brilliant appearance after nightfall. The office of the Business Manager is in the front of the building, looking out upon Yonge street, and is provided with a house telephone by which the press-room, editorial rooms and composing room can be called up when required. There is a finely furnished board room adjoining the Business Manager's office, separated only by folding doors, which, when thrown open, practically makes one room, and can be used as such when occasion requires, where the directors meet in consultation. The Sec.-Treasurer's office also adjoins the board room and can be used in connection with it. The Cashier's office is very conveniently arranged, while that of the advertising and circulation clerks is excellently located for doing business with the public. The city advertising solicitors are provided with a neat office where they can take their customers for consultation. The accountants occupy the balance of the space,



excepting that allotted to the city circulation, which is placed at the lower end of the office so that it might be more convenient to the mailing room and newsboys' delivery room. A very conveniently arranged coat room and a lavatory occupy the space back of the iron staircase. Facing as they do towards the north, the rooms are all splendidly lighted, and excellent facilities are provided for ventilation and pure air. The arrangement of the several departments in the counting house is similar to that adopted by the leading banks and larger mercantile institutions. The rooms of the clerks who look after the advertising, those in charge of the country circulation and the mailing sheets, the general accountants' and the city delivery, are distinctly separate, yet easy of access for general oversight and the necessary interchange of work. Telephones are conveniently placed and connected with a central switch system so that each department can be spoken to from the Business Manager's office, the other parts of the building, or by the outside general public. Electrical bells for calling telegraph and messenger boys, summoning the office boy,



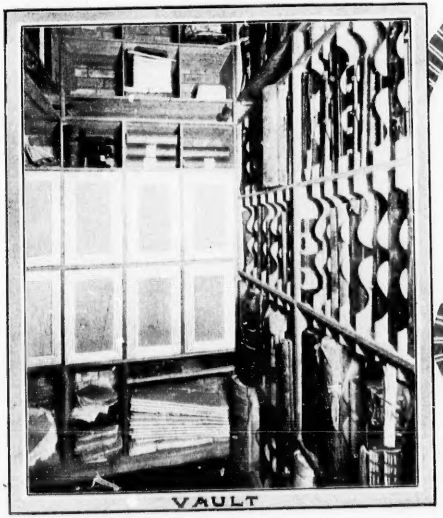
and in fact every modern convenience for the expedition of work, have been arranged for and are utilized. Benefiting by the experience of the fire, the company have provided two absolutely fire-proof vaults in which the books, mailing sheets and all valuable records are kept. To the casual observer, or to the practiced eye of the architect, the general appearance of these offices appeal at once as most pleasing, while a closer inspection more than warrants the first impression. A handsome bust of the late Hon. Geo. Brown and a large grouped photograph of the original York Pioneers, fitting companions, and reminiscent of the early days of the paper's history, adorn the south wall. In rear of this office are the newsboys' delivery room, the employees' entrance to the mechanical departments, and the landing for loading the mail bags.



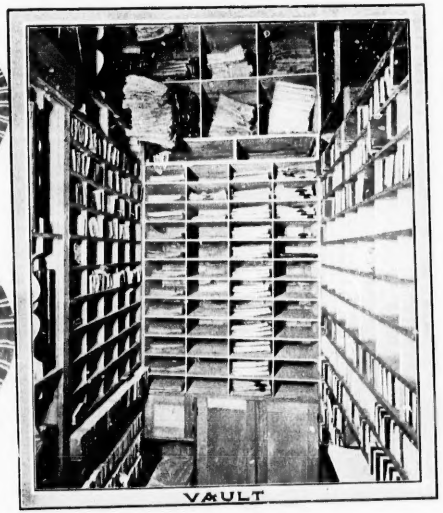
ACCOUNTANTS OFFICES

THE EDITORIAL DEPARTMENT is on the second flat and is reached from the business office by means of a handsomely designed and easy iron stairway. This department shows the same thoughtful care and designing in its arrangement for convenience that characterize the whole building. The Managing Editor's room overlooks Yonge street and is bright, cheerful and airy. It is provided with a fireplace and other appurtenances which give it a homelike appearance, and all those conveniences really essential to successful work, the arranging of the multitude of little things required in making up a modern newspaper, and in conferring with the public men on questions of the day. The room adjoining is occupied by his private secretary and serves as a waiting room, while the several editorial writers are each provided with rooms easy of access, which in their way are specially adapted for the requirements of the work. The City Editor's room is conveniently located in the centre of the building, where those having business of a general nature

can consult with the editor. The Exchange Editor, Night Editor, telegraph operator and local reporters occupy the large cheery room in the centre. The Commercial Editor is provided with quarters in the western portion of the flat,



VAULT



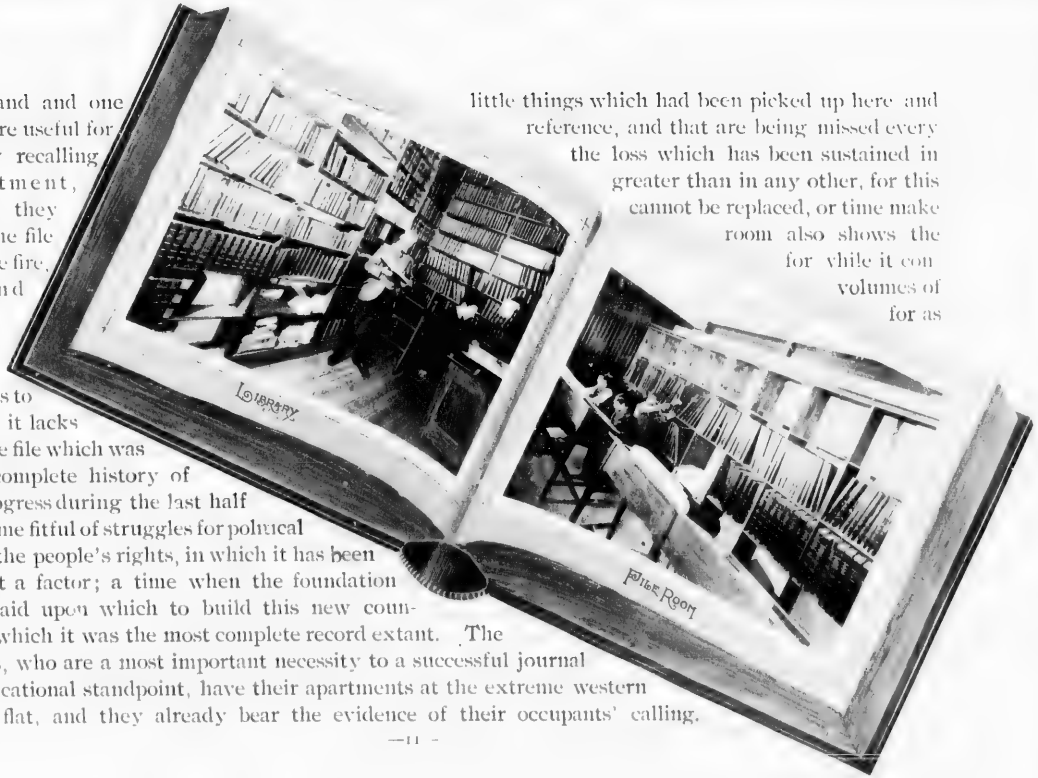
VAULT

which are furnished with the latest and most modern appliances to keep him in close touch with the markets of the world. Every change and full reports are received by means of a "ticker," one of the ingenious little instruments used by the Great North Western Telegraph Company to distribute market reports to the patrons of its far-reaching service. As a marvellously

useful mechanical invention, as delicate in all its details as a watch movement, perfectly accurate in its work the "ticker" in the commercial and financial department of THE GLOBE is as remarkable in its way as the typesetting machines and other extraordinary inventions which have become necessary in the issuing of a great daily newspaper. THE GLOBE is the only paper in Canada that receives its market reports over a "ticker." By this service the paper gets the latest market news from London, Liverpool, Antwerp, Berlin, Paris, continuous quotations from Chicago Board of Trade during the daily session, besides regular reports at short intervals from the New York stock and produce exchanges, etc. The machine prints the reports according to a simple code in letters and figures, on a paper tape which is easily read. The Sporting Editor is comfortably housed in a spacious room adjoining that of the local reporters where he meets in conference those having busi

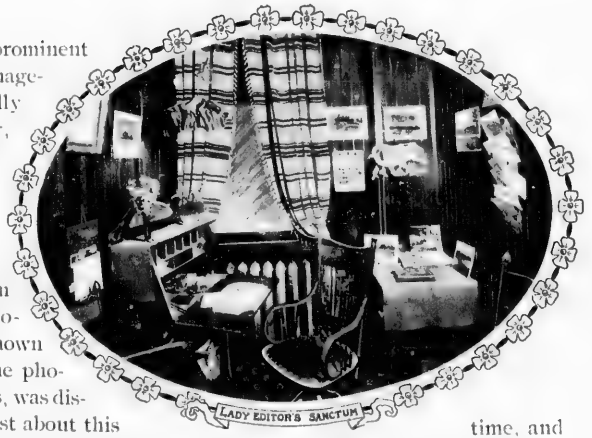
Managing Editor's Office

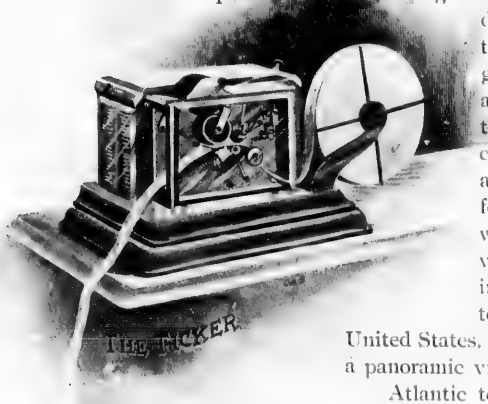
ness with his department. The Lady Editor's sanctum is conveniently located near the head of the stairway and bears all the marks of a woman's care, and is suggestive of that hospitality that is extended to those who come to discuss the affairs of the woman's world and indulge in the fair sex's privileged enjoyment, chit-chat. The Editor of books and authors, and literary critic, finds a fitting place to carry on the work of that most important department in the library. The library is most conveniently arranged for by quarters adjacent to the Managing Editor's and editorial writers' rooms. The library is almost as much in bulk as it was before the fire, but is not by any means so complete. The one destroyed on that fateful morning, which will be ever memorable in Canadian newspaper annals, contained many valuable and rare books which probably can never be replaced, while records of half a century's gathering together were destroyed. Time will, undoubtedly, do much toward the making of new records and publishing of new books, and money can buy these, but there



are a thousand and one little things which had been picked up here and there and were useful for reference, and that are being missed every day, vividly recalling the loss which has been sustained in this department, greater than in any other, for this reason, that they cannot be replaced, or time make amends. The file room also shows the ravages of the fire, for while it contains bound volumes of THE GLOBE for as many years as the average man cares to go back, yet it lacks that complete file which was in itself a complete history of Canada's progress during the last half century; a time fitful of struggles for political liberty and the people's rights, in which it has been so important a factor; a time when the foundation was being laid upon which to build this new country, and of which it was the most complete record extant. The proofreaders, who are a most important necessity to a successful journal from an educational standpoint, have their apartments at the extreme western end of the flat, and they already bear the evidence of their occupants' calling.

THE SATURDAY GLOBE has become such a prominent feature in Canadian journalism that the management found it necessary to provide a room specially adapted for its preparation. On the 11th of May, 1889, the first issue of what has become one of the best exponents of Canada's possibilities was published, the illustrations being from pen and ink sketches specially prepared by THE GLOBE'S own artist. The process of reproducing illustrations direct from the photographs, known as half-tone photogravures, was discovered just about this time, and as soon as it had been brought to a state of perfection THE GLOBE adopted it and was the first to use it in newspaper work, and since March 28, 1891, has given to its readers a series of views of Canada, important places in the world, events of unusual interest, and portraits of prominent men and women that are equal to those produced by the leading magazines in Great Britain and the United States. In addition to this, THE GLOBE has been able to give its readers a panoramic view of the principal towns and cities of the Dominion from the Atlantic to the Pacific, that has enabled the world at large to gain a more





intimate knowledge of Canada and to arouse Canadians to greater interest in our own country. Among the special editions which have been issued from time to time, the great Manitoba harvest issue of October 19th, 1895, was the largest from point of circulation, amounting to about 200,000 copies. The Christmas editions have become a regular feature and are eagerly looked for, while Dominion Day, Easter and other holidays usually are commemorated by something appropriate. The Buffalo, N. Y. Courier referring to the Christmas Globe of Dec. 12th, 1896, says :—

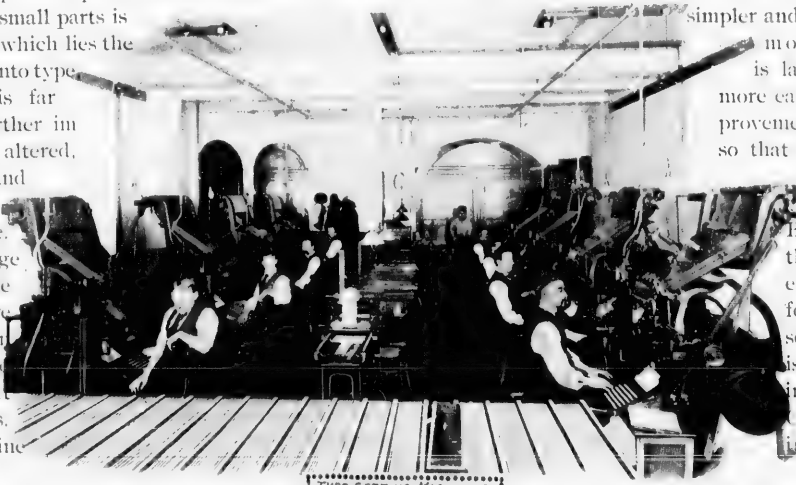
"The most enterprising newspaper in Canada, the Toronto GLOBE, has issued a beautiful holiday number of 52 pages. The half-tone illustrations of THE GLOBE'S Saturday editions are always excellent, and those of this holiday number show what fine work can be done in reproducing photos when the printing is carefully looked after."

The Saturday Globe.

VOL. LII, NUMBER 14,552 TORONTO, SATURDAY, OCTOBER 10, 1896 PRICE FIVE CENTS

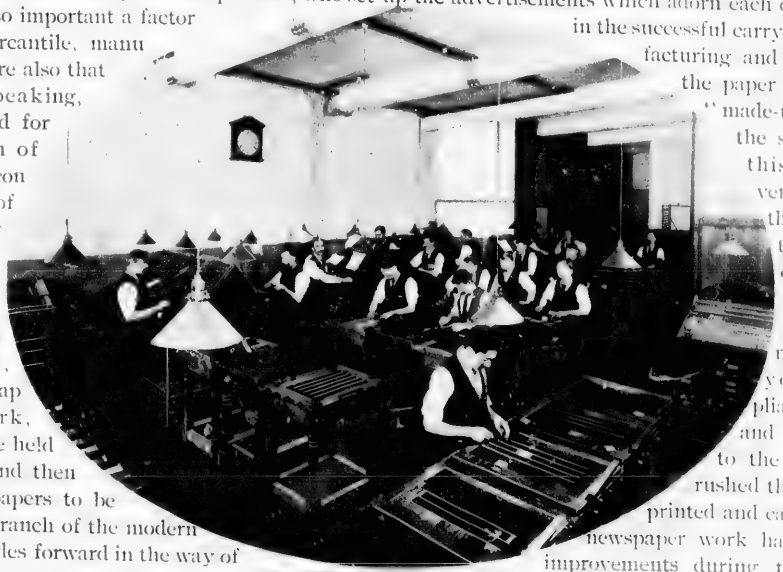
The Coming of Chloe.

THE COMPOSING, IMPOSING AND STEREOTYPING ROOMS occupy the third flat. Here you find the eight Merganthaler linotype or type-setting machines which have made it possible to produce a paper the regular size of THE GLOBE with less labor than one half the size under the old system of type-setting by hand. The new machines which are now in use and which replaced the old ones destroyed by the fire are lighter, more compact, simpler and in several particulars much superior to the machines that perished. Although to one who had seen those wonderful machines any further improvement seemed impossible, yet in several important particulars they are a decided advance on the old ones. The machine is much smaller and simpler and better. The metal pot, in which lies the molten metal which is cast into type, is larger, and its mouthpiece is far more easily adjusted, and by a further improvement the mould can be easily altered, so that the type can be changed, and either minion or nonpareil set by the same machine. By an accompanying change the channel-board can be easily raised and the entire font of matrices changed in seven minutes. The keyboard is easier and an improvement in several important points. On the whole, the new machine is a decided



TYPE SETTING MACHINES.

improvement upon the old. As to their utility and perfection in producing a clean and neatly printed sheet, the reader can satisfy himself by comparing THE GLOBE of to-day with that of a few years ago. The western part of this room is used by the compositors, who set up the advertisements which adorn each day's issue and have become so important a factor in the successful carrying on of every branch of mercantile, manufacturing and financial business. It is here also that the paper is imposed, or, familiarly speaking, "made-up," and the forms prepared for the stereotypers. The foreman of this department has his office conveniently located in the centre of the room, which is connected by telephone with the business offices and other departments. The stereotyping department adjoins the imposing room, and here, as elsewhere, you find the most modern appliances for expeditious work, and by which the "forms" can be held to the last moment for late news and then rushed through in time to allow the papers to be printed and catch the early trains. This branch of the modern newspaper work has made some marvellous strides forward in the way of improvements during the past few

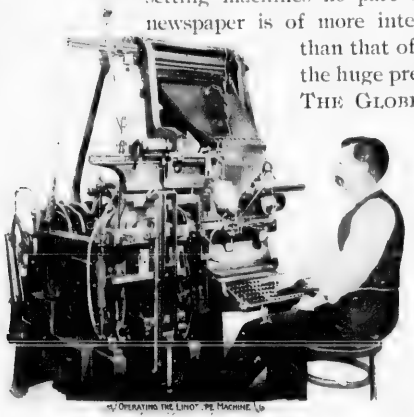


COMPOSING ROOM

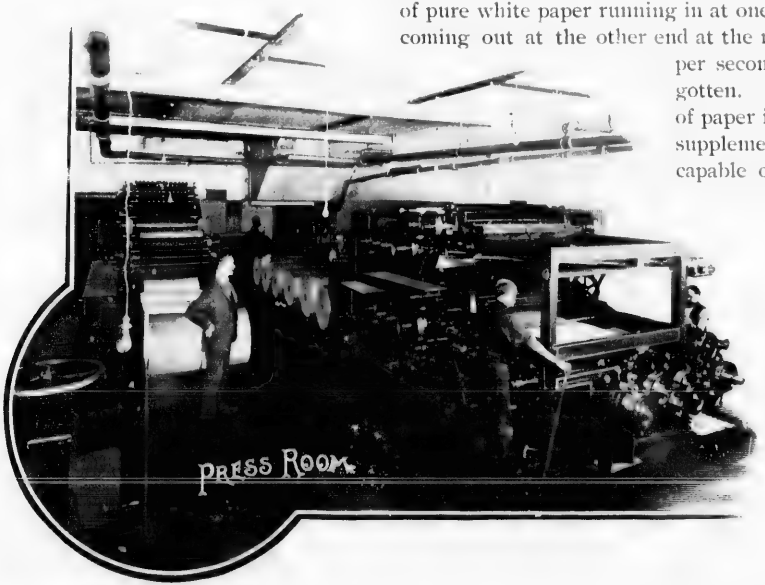
years, and when procuring their new plant the management took every precaution that only the very latest and most perfect machines were purchased. From the situation of the building, facing the north and having almost complete walls of glass, excellent light is secured, which is so requisite to good work and the health and comfort of the men.

STEREOTYPING ROOM

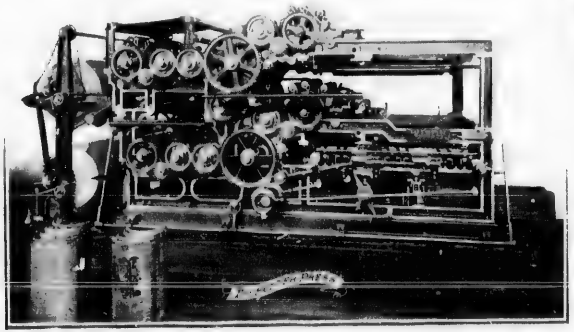
DOWN in the basement we find the Press Room, and probably next to the type-setting machines no part of the making of a newspaper is of more interest to the visitor than that of seeing it run off on the huge presses of to-day. In THE GLOBE cellar before the fire stood the presses which for many years had been used. They were Bullock presses, the larger being double, with a capacity of 14,000 copies per hour, and the smaller a single press, with a capacity of 10,000 per hour. The present magnificent press, which replaced them, was made by the Potter Printing Press Company of New York and Chicago. As the huge press stands in THE GLOBE basement, seventeen feet in length by seven feet in breadth, and some seven feet high, it looks


A/ OPERATING THE LINOTYPE MACHINE \b

more like a nightmare of cog-wheels than an ordinary machine. It is a double-acting press, for it is built in two independent storeys, each of which can alone turn out the entire paper of any size from four pages to sixteen pages. As a rule, the two storeys are used simultaneously, each printing one-half of the issue. Some idea of the machine's capacity may be formed from the fact that the two together can print 24,000 eight-page papers an hour. When the press is in full running order and two broad webs of pure white paper running in at one end and completed and folded Globes coming out at the other end at the rate of 400 per minute, or more than six per second, the sight is one not soon to be forgotten. This monster, which devours huge rolls of paper in a marvelously short space of time, is supplemented by a single Hoe press which is capable of producing two, four or eight pages, and with a capacity of 10,000 eight, or 40,000 two-page papers per hour, and which can be used should anything go wrong with the Potter. There are also two No. 3 Gordon presses used for the necessary circular work of the office, and a folding machine for folding the illustrated supplement. The friends of THE GLOBE will always be heartily welcomed in the new press-room, as they have been in the past, whenever they visit the city.



PROBABLY the most abused branch of newspaper work is the Mailing Department. No excuse that has ever been invented can satisfy the man that misses his paper, perhaps once a year; that is a fault beyond redress. Yet, as a rule, no part of the work receives so much care and over which there is so much worry, brought about by the ever-changing time-tables and people changing their addresses. When rebuilding THE GLOBE office great care was taken to provide every facility for the quick handling

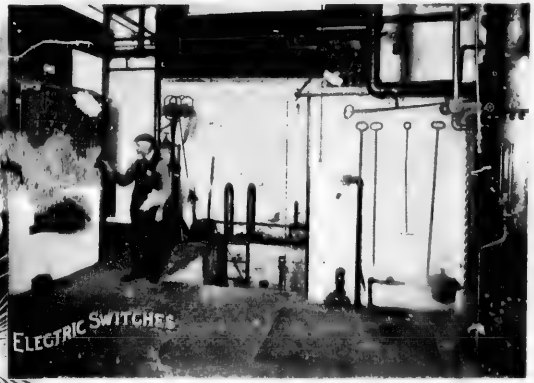


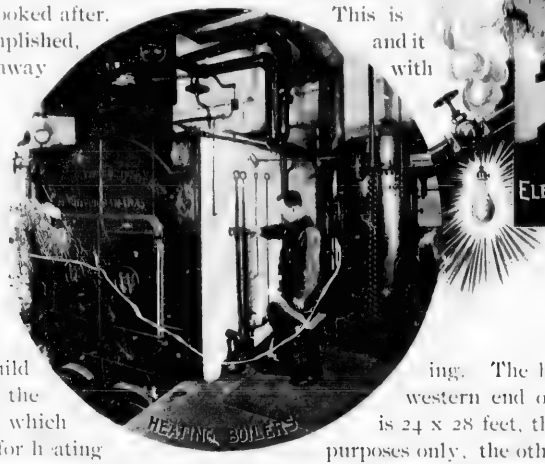
Unloading Paper.

and despatching of the papers. It is often a question of seconds to catch a certain train, and the experience of years of training has been utilized in bringing to perfection the system employed here, which has been studied and adopted by many of the largest American newspaper offices. However, the casual visitor sees little of interest in this necessary part of providing the public with an up-to-the-last-minute newspaper.

ELECTRICITY plays a most important part in the business of to-day, and it seems almost incredible how rapidly it has come about. THE GLOBE was the first newspaper in America to use electricity for power for all purposes, and its mechanical department is an object lesson in the varied uses to which electricity can be put. The news is flashed into the building by electric telegraph and telephone wires; the editors scan it by electric light; the operators put it into type upon Linotype machines operated by electric power, and when it is ready for the press the power is supplied there also from electric motors, and when ready for the mail is brought up from the mailing room on the eleva tor run by electricity. Electricity everywhere, giving possi bilities of cleanliness and order that can not be had when steam is used. A de parture from the usual custom made by the man agement when put ting in their machinery was the plac ing of all the counter shafts under the floor instead of hanging them from the ceiling. It gives to the machin ery an air of

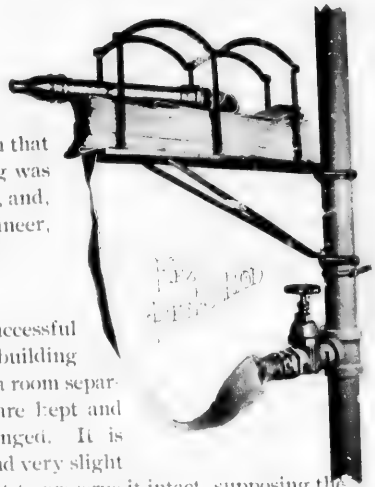
mystery, as there is no perceptible motive power to drive the myriad of wheels that move as if by magic, and also creates a spirit of curiosity in the mind of nearly every visitor. This, however, was not the purpose for which it was done, but that it might be the easier managed and looked after. This is accomplished, and it does away with



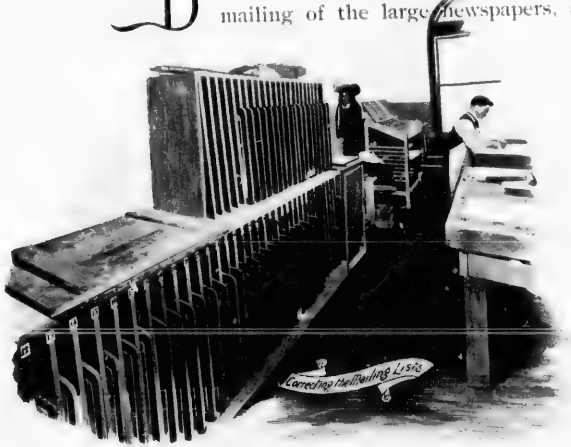


one of the causes of the accumulation of dirt, and likewise minimizes the chances for accident. The only service that is not performed by electricity is the heating of the building. The boilers, coal chutes and storage space for this are in the western end of the building, in the basement. In the boiler room, which is 24 x 28 feet, there are two boilers, one of eighty horse-power, used for heating purposes only, the other an upright ten horse-power boiler, used for the stereotyping department. The system is known as the one-pipe system, now very popular in the large

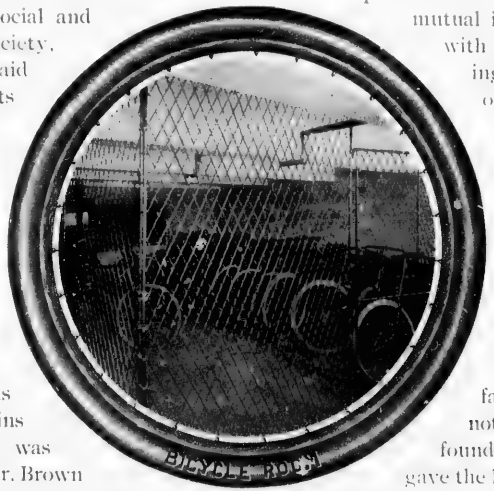
buildings in Canada and the United States. The electric lighting is performed by what is known as the three-wire system. There are 220 lights throughout the building, and the mains are large enough for any extension that may be required in the future. Great care was taken while the building was being erected to make every preparation for the heating and the lighting, and, as it was done under the personal supervision of THE GLOBE'S own engineer, the most satisfactory results have been secured.



DICK'S PATENT has become a most necessary adjunct to the successful mailing of the large newspapers, and in erecting the new building provision was made for a room separate in which the forms are kept and the mailing lists changed. It is practically fire-proof, and very slight effort would be sufficient to preserve it intact, supposing the rest of the building were destroyed. Every precaution to make the whole building as nearly fire-proof as possible has been taken. The materials employed are stone, brick and iron, while the floors, the only wooden parts of the structure proper, are interlined with fire-proof material. A standpipe runs from the basement to the third floor, and hydrants and hose are attached on each flat; so in case of an accident any part of the building can be covered at a moment's notice.



RECOGNIZING the fact that bicycling has become the modern means of getting around quickly, a room was provided for the storing of bicycles. The architects claim that this building was the first in Canada in which provision was made in the plans for the silent steed. The employees of THE GLOBE believe in social and mutual intercourse, and have organized an Employees' Benefit Society, with a nominal fee, which has proved of great assistance in aid ing one another. There is also a legion of the Select Knights of Canada composed wholly of members of the staff; and the social side of life is represented by THE GLOBE Cycle Club, and, in the respective seasons, games of baseball, football, curling and hockey are indulged in, while the annual dinner of the Benefit Society affords an opportunity for the whole staff to meet together. The men recognize the benefits of harmony, and that the best interests of the company and themselves are served by its careful cultivation.



THE GLOBE, comfortably settled in its new home, can look back with satisfaction upon a history of over half a century which contains nothing ignoble or unworthy of a self-respecting journal. It was founded in 1844 as a weekly four-page paper. In its first issue Mr. Brown gave the keynote of its existence in the words, "The cause we plead is not the cause of party; the battle which the Liberals of Canada fight is not the battle of party, but of constitutional rights." He lived to see the hopes he entertained for his adopted home and the principles that he stood by and fought for so vigorously embodied in the

constitution of the country, and in spirit as well as in name become the groundwork and foundation upon which to build up this new country. A most life-like bust of him occupies a prominent place in the main office, of which the accompanying illustration on the next page is a good copy. In its first issue after THE GLOBE fire the Moncton, N.B., Transcript said: "The Toronto Globe newspaper office, with its magnificent equipment, has been swept away within a few hours by fire; but the influence of the newspaper is not gone. Its impress has been made upon the pages of Canadian history, and it will yet write new sentences. The Toronto Globe has been the alma mater of so many journalists and public men scattered over the Dominion and the United States that to them, as to the writer of these lines, the disaster seems like a personal loss. No Canadian journal has made its influence so thoroughly felt as The Toronto Globe. Half a century ago it was found ed, and Mr. Geo. Brown, a young aggressive Scotch man imbued with democratic ideas, became the jour nalistic opponent of the Tory family compact of those days. He was aggressive in his manners and masterful in his ways, and soon aroused

the most bitter hostility of his opponents; but his forcefulness as a writer and power as a speaker on the platform caused the public to overlook the masterful ways which seem to be characteristic of men who rise from the ranks, and he soon became the virtual and even recognized leader of a large section of the Liberal party. Mr. Geo. Brown, as editor and leader, had faults, but they were honest faults, and when he fell in 1880 at the hands of the miserable assassin, Bennett, all parties in the city he loved so much paid him a merited honor, and his statue to-day graces its park." See illustration on the preceding page.

HON. GEO. BROWN.

The Hon. George Brown was born in Edinburgh on the 29th November, 1818. He came to America in 1838, and started the British Chronicle. He came to Canada in 1843 and with his father started The Banner. On the 5th March, 1844, he published the first copy of THE GLOBE. He died on the 9th May, 1880, from the effects of the assassin's bullet, inflicted by a discharged employee on the 25th March previous. His memory and example live. Mr. Brown had formed a company before his death to publish the paper, and the success of their efforts is daily exemplified upon the arrival of the mails in all parts of the Dominion.

KIND WORDS BY SOME OF THE LEADING NEWSPAPERS.

The Globe's issue last Saturday was simply magnificent. Christmas was the subject of the many beautiful and attractive features. Newmarket Era.

The Ridgetown Standard says: "The Toronto Globe on Saturday issued a splendid Christmas edition of 52 pages. The Globe is Canada's greatest newspaper, and never does anything by halves."

Recognizing the fact that The Globe is the greatest of Canadian newspapers we are informed that the Secretary of the local Liberal-Conservative Association is canvassing for it. Sudbury Journal.

The Hamilton Times says: "The Christmas Globe was perhaps the finest edition of a newspaper ever published in Canada, and far overtopped many pretentious publications from the big cities over the line."

Last Saturday's Christmas Globe was perhaps the most magnificent triumph of the art of newspaper printing ever issued in this country. We regret to say, however, that our order sent in in good time could not be filled. Richmond Hill Liberal.

The Belleville Sun remarks: "The Toronto Globe published an exceedingly handsome Christmas number on Saturday of 52 pages. This mammoth edition is filled with an abundance of choice selections for the merry Christmas time, accompanied by numerous handsome illustrations."

SUPERB CHRISTMAS NUMBER. One of the most attractive Christmas numbers ever issued by the Canadian Press is that of The Globe, published at Toronto. It comprises fifty-two pages and is filled with half-tone illustrations and selections of exceptional literary merit. Times-Union, Albany, N. Y.

The Christmas edition of The Toronto Globe reflected great credit on the management. It was exceedingly well printed, magnificently illustrated and the reading matter was most interesting. We have heard but one objection to the issue and it was, that 52 pages were too much for the money. But that is not a vital objection at Christmas time. London Advertiser.

When The Toronto Globe goes into the Christmas number business, as it did on Saturday, it does it well, as it does everything it undertakes. Hamilton Spectator.

If you see it in the Spec., it's so. Oakville Star.

When The Toronto Globe goes into the Christmas number business as it did on Saturday, it does it well, and the illustrations and reading matter were abundant and excellent. Strathroy Despatch.

The Saturday Globe was a grand number, consisting of 52 pages several of them beautifully illustrated. The Globe never does anything by halves. It is by long odds the best newspaper in Canada. Haldimand Advocate.

The Toronto Globe on Saturday last issued a Christmas number of 52 pages, largely fine letterpress, illustrated. In size, variety, worth and beauty, this was notably the finest edition of the kind ever issued in Canada. Welland Tribune.

Last Saturday's edition of The Daily Globe contained no less than 52 pages of printed matter and far eclipsed any effort of the kind ever made in Canada. The Globe has forged ahead of all competitors and has long occupied the position of being the best conducted and edited daily in Canada. Lindsay Post.

If anything were wanting to prove that The Toronto Globe is the most enterprising newspaper in Canada its Christmas number of Saturday last ought certainly to convince the most sceptical. Verily, The Globe is a power in the land, and, what is better still, it is always on the side of what is honest and fair, whether it is discussing social, religious, national or political questions. Almonte Gazette.

The Canadian public have become so accustomed to the excellence of The Toronto Globe's special Saturday editions that they are seldom surprised by anything that great journal presents to them; but the Christmas number, issued last Saturday, was so far ahead of any previous issue as to excite general comment. It was undoubtedly a great paper. The printing and illustrating were in the highest style of the art, and the contents were particularly attractive and interesting. Sarnia Observer

KIND WORDS BY SOME OF THE LEADING NEWSPAPERS.

The Globe is to be congratulated upon the success attendant upon its efforts to supply its subscribers, even in this great emergency, with one of the best newspapers published in America. – Toronto Star.

One of the attractive before-Christmas publications is The Toronto, Canada, Globe. A recent issue appears in handsome covers, the illustrations being exceptionally clear. We wish The Globe continued success. Dayton, Ohio, Herald.

One of the most attractive special holiday newspapers that we have seen is the Christmas number of The Toronto Globe. Comprising 52 pages, it has a wide variety of reading matter and illustrations, all of a high character. New Bedford, Mass., Standard.

The Globe, which is probably the best known of all the Canadian papers, has for a long time occupied a high place in the newspaper world. The whole management of the paper has been marked by progressiveness and enterprise, and its editorial opinions are widely quoted as representative of the most intelligent class of Canadians. Fourth Estate, New York.

Our Canadian friends are making some excellent newspapers that reflect credit on the Dominion, as instanced in the very handsome Christmas issue of The Toronto Globe, a 52-page journal containing some admirable illustrations. The illustrations of famous vessels of the British navy, filling two pages, form a very interesting feature. – Rochester Union and Advertiser.

The Toronto Globe comes out with a mammoth Christmas number of 52 pages. The first page is a very choice Christmas design, printed in a fine shade of sea-green. The pages from one to twenty are printed on a fine quality of book paper and contain many family stories, profusely illustrated with fine half-tone engravings, two pages being devoted to illustrations and names of the famous ships of the British navy. The remainder of the number, pages 21 to 52, are used for the regular news events of the day. Altogether, the paper brings one to the realization of the progress achieved by the press of to-day. – McKeespórt, Pa., Daily News.

The Christmas number of The Toronto Globe, issued Saturday, December 12, is a paper of 52 pages, rich in news and features and art and advertising. There are three supplements, consisting of illustrated special articles. The pictures, all half-tone, are among the best examples we have seen of the perfection of art in the journalism of to-day. – Cincinnati Times-Star.

The Sentinel acknowledges receipt of a copy of the Christmas number of The Toronto, Canada, Daily Globe. The paper contains 52 pages and is full of live news matter of interest and advertising. The illustrations with which the paper abounds are works of art. The Globe does not differ materially from American papers of the same pretensions and is highly creditable to the publishers. Indianapolis Sentinel.

The Toronto Globe is out with a very handsome Christmas number of 52 pages. Young Canada will rejoice over this display of enterprise and grey beards will recall The Globe of 40 years ago and talk about its wondrous strides and the pinnacle of fame it has reached, and The Pioneer doffs its Kilmarnock in acknowledgment and congratulations at The Globe's achievement. Second to none. – Algoma Pioneer.

The most enterprising newspaper in Canada, The Toronto Globe, has issued a beautiful holiday number of 52 pages. The half-tone illustrations of The Globe's Saturday editions are always excellent, and those of this holiday number show what fine work can be done in reproducing photographs when the printing is carefully looked after. The very considerable space filled with advertisements shows that Toronto merchants are wide awake. Buffalo Courier.

The Christmas number of The Toronto Globe came to hand last week, filled with bright news and reading matter, fine illustrations and plenty of advertising. The tinted cover was a handsome feature, while the contents cannot fail to give the reader an enlarged idea of the resources and advantages of Canada. The issue is a credit to the editors and publishers, while its 52 pages indicate that the office facilities of The Globe are sufficient to make newspapers as large as the New York and Chicago blanket sheets. – Grand Rapids, Mich., Herald.

KIND WORDS BY SOME OF THE LEADING NEWSPAPERS.

Hon. Peter White, ex-Speaker of the House of Commons, says:—"The Globe is the fairest paper in Canada. I always read it first."

For many years it has set a high standard for Canadian journalism, a standard of honesty, enterprise and adherence to principles and a standard that has never been surpassed.—Belleville Ontario.

The Tribune, Winnipeg, says:—"There never was a period in The Globe's history when it stood so high and commanded such universal respect as it does now. It is admired by its political friends, and respected by its political enemies, whom it always treats with fairness."

Among Canadian newspapers the commanding position occupied by The Toronto Globe is universally acknowledged. In enterprise it is unrivalled, as a news-distributor it has no equal, as a leader of public opinion it exercises an influence that is felt from one end of the Dominion to the other. The Globe, with its varied departments, commercial, agricultural, serial stories and general news, editorial and special articles, makes a most excellent paper, and is deservedly popular in all parts of the country.—Butler's Journal, Fredericton, N.B.

The Montreal Herald says:—The Toronto Globe through good and evil report has remained the leading influence in the shaping of popular opinion in the Province of Ontario. To-day under an exceptionally able management, in sanctum and counting-house, it easily out-distances all its rivals. It is the best newspaper in Ontario. It has entirely divested itself of the too prevalent vice of party bias in the treatment of news, and has established for itself a record for dispassionate and sound editorial judgment to which none of its rivals has ever attained.

The Buckingham Post says:—"There is not another paper coming to The Post's sanctum from which is derived greater pleasure and profit than The Toronto Daily Globe. It is printed on extra fine paper, abounds in newsy items, and uses editorial space enough to take a rural paper's breath away. The Saturday illustrated numbers, particularly those depicting the Manitoba harvest and the Canadian Soo, are such gems of description that to lay them aside when finished without wishing there was more is impossible. Verily, The Globe is a great paper."

What They Say of Us.—A Hamilton merchant, under date of January 4, writes:—"I may say that the advertising I have done in your paper during the year has given me the utmost satisfaction."

The Windsor Record says:—"The Toronto Globe has just taken possession of its new building. . . . . The Globe is a newspaper of which Canadians have good reason to be proud. It is ably edited and is public-spirited and progressive. We wish it all the success its enterprise deserves."

The Catholic Register says:—The Globe was burned out on January 6th, 1895, but it arose from its ashes next morning fresh and smiling. It has since turned out the best newspaper in Canada from temporary premises. Last Monday morning it was published from new premises at the old stand."

The Kincardine Reporter says:—"The Toronto Globe, as a newspaper, is the pride of all Canadians. It is one of the bulwarks of this country. It is as reliable in its reports of and utterances on all questions as it is possible for any honest journal or anything human to be. The Globe is a greater power in the land to-day than it has ever been in its history. The Globe has just moved into its new office, rebuilt on the site of the one destroyed by fire a little over a year ago. The building is fireproof, is fitted up with the newest and best machinery that money could purchase, and is in every respect a model establishment."

The Berlin Telegraph says:—Since George Brown's time The Globe has been the most enterprising journal published in the Dominion, sparing no expense to furnish its readers with the latest intelligence upon all matters in which the public are interested. Its editorials are not only well written but courteous in their bearing towards other journals that may differ from it. We think we do not do the other leading papers of Toronto injustice when we say that The Globe's Parliamentary reports are unsurpassed in correctness and fairness to its opponents. Its Saturday issues, both as regards reading matter and typographical execution, are in the highest degree creditable, indeed we might say unequalled in the Dominion.

8,996,200 Copies of the Daily Globe were sold during the year 1896.

The Globe

ESTABLISHED 1844

DAILY. SATURDAY. WEEKLY.

Shrewd Advertisers...

IN DETERMINING WORTH REQUIRE FOUR ESSENTIALS

- CIRCULATION . .
- CHARACTER . . .
- INFLUENCE . . .
- DISTRIBUTION .

Average Circulation...

THE GLOBE HAS A NATIONAL . . . CIRCULATION . .

DAILY . .	28,650
SATURDAY .	35,018
WEEKLY .	25,120

It goes into the best Homes. Shrewdest advertisers use it. It is Canada's Leading Newspaper. It goes to all parts of the Dominion.

The circulation of THE GLOBE is published every day at the head of the editorial page, and the closest investigation is invited by intending advertisers. When you are ready to increase your business in Canada write for rates.

THE GLOBE, Toronto, Canada.

Illustrations:
By Canada Photo Eng. Bureau.

Type Work:
Globe Illustrated Department.

Press Work:
Brough Printing Company.

Binding:
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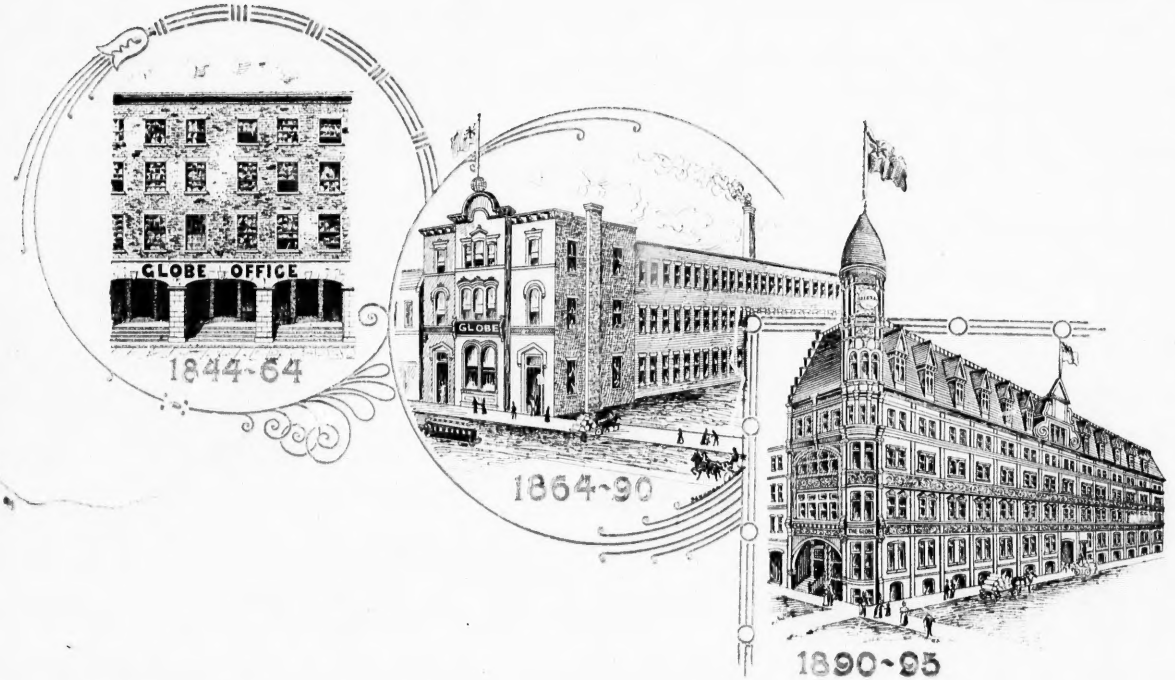
GLOBE OFFICE
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